



Greenpeace Canada, ForestEthics, and the Sierra Club of Canada, B.C. Chapter, work in the marketplace to educate forest product buyers about the need to conserve endangered forests and promote socially and environmentally responsible forestry.

We believe one of the best ways to achieve that is through forest certification.

At this time, there is only one viable certification system. The Forest Stewardship Council's system holds out the best hope for on-the-ground improvements.

For more information on what FSC delivers and what its competitors do not, visit www.goodwoodwatch.org and download a copy of *On the Ground*.

"Buying FSC products is not only a smart business decision for Home Depot, but one that can help save the environment." ~ Annette Verschuren, president, Home Depot Canada, World Wildlife Federation press release, April 26, 2002.



choose FSC



The only viable forest certification option.

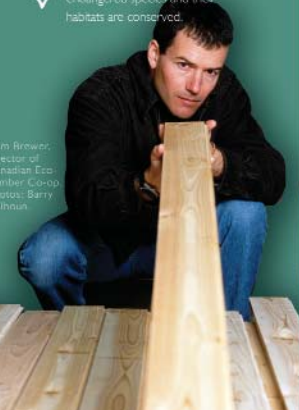




FSC: Quality and Integrity

The FSC enjoys broad support from conservation groups, First Nations, and forest product buyers because it delivers desired on-the-ground results. Under FSC:

- ✓ natural forests are conserved;
- ✓ water supplies are protected;
- ✓ forest workers and forest-dependent communities are respected;
- ✓ free and informed consent of aboriginal communities is required;
- ✓ endangered species and their habitats are conserved.



Cam Brewer,
Director of
Canadian Eco-
Lumber Co-op
Photos: Barry
Cahoon

What is Forest Certification?

When an individual or a logging company receives forest certification that means some or all of its areas of operation have been inspected and found to meet or exceed certain environmental and social standards.

Companies seek certification because they want the public and their buyers to believe they are acting responsibly. Sometimes, certifications apply to more than just the forests a company operates in and include the products made from the trees they log. These are called "chain of custody" certifications, because products may be handled by many companies before being sold, and each link in the production chain must be known in order to ensure that the end product came from a certified logging operation.

A good example of a non-forest certified product is coffee that is labeled "fair-trade" and/or "shade grown".

Is there more than one certification system?

There are three forest certification systems in North America administered by the Canadian Standards Association, the Forest Stewardship Council, and the Sustainable Forestry Initiative.



CSA and SFI: Industry-funded, industry-driven

The CSA and SFI systems are similar. Both receive funding primarily from forest industry associations. Under both, committees heavily weighted to forest industry interests develop the standards used to assess companies and to grant them certification. Under CSA, third parties do the assessment and grant certification. Under SFI, third-party assessments aren't always required.

FSC: Broad funding, diverse decision-making

The FSC receives 85 per cent of its funding from independent, philanthropic organizations. Representatives from forest companies, conservation groups and human rights organizations developed FSC's global principles and criteria. Companies applying for certification are assessed by independent, auditors who use regional standards unique to the area (but consistent with the global principles) to determine whether companies can be FSC-certified.



CSA-approved logging by Weyerhaeuser and SFI-approved logging by TimberWest Forest Corporation, both on Vancouver Island. Photos: Garth Lenz.

CSA/SFI: Certified but no real change

Companies boast that millions of hectares of forestland are CSA and SFI-certified. What they don't say is that it's still business as usual. Under CSA and SFI certifications expect:

- ✗ more big clear-cuts;
- ✗ more endangered species;
- ✗ more chemical use;
- ✗ more degraded creeks and rivers;
- ✗ more First Nation and forest worker dissatisfaction.

